



**To: Kat Madru / Entercom P.S.A. Director & Jill Christl / Executive Assistant**  
**Fr: Sharelle Martin – Entercom Promotion Assistant**  
**Re: KDND 4th Quarter PSA Activities October, November, December 2010**  
**Date: January 4, 2011**

**Here is a report of the KDND Public Service activities for the 4th Quarter of 2010:**

- Ø KDND attended Northwood Elementary School's book fair and motorcycle show on October 1<sup>st</sup> from 4p – 7p. KDND played music as well as handed out prizes as the book fair and motorcycle show raised money for the before and after school programs at Northwood Elementary School.
- Ø October 1<sup>st</sup> through November 5<sup>th</sup> KDND attended multiple Sacramento Area Friday night High School Football Games. The End's Street Team got students excited about their school's football games as well as hung out from 5p – 10p each Friday at a different High School handing out prizes during half time as attendees played games. High Schools attended were Casa Roble, Bella Vista, Woodcreek, Oakridge and El Camino. The End also had special shirts made and handed them out to listeners at the Friday Night Football games.
- Ø KDND participated in the Princess Promenade Cycling Event on October 3<sup>rd</sup> at William Pond Park in Sacramento. From 8a – 11a KDND played music as cyclists participated in the event which benefited WEAVE and Girls on the Run Greater Sacramento.
- Ø On October 7<sup>th</sup> KDND attended the Sierra College Career Fair from 10:30a to 1:30p where they told students about careers in radio and upcoming internship possibilities with Entercom Sacramento.
- Ø KDND and News 10 teamed up to put on The Great Hang Up, a Teen Safe Driving Fair, on October 14th at the All American Speedway in Roseville. From 3:30p – 5:30p KDND played music, handed out prizes, and got attendees signed up for the pledge to not text and drive. This event was set to raise awareness against reckless and distracted driving among teenagers.
- Ø KDND attended CSUS's Natural High Fair on October 20<sup>th</sup> from 10a – 2p. KDND played music as well as handed out prizes as students attended the school function that was set to encourage the responsible use of alcohol and involvement in alternative activities among Sac State students.

- Ø KDND attended Whitney High School's homecoming rally on October 22<sup>nd</sup> from 12:15p – 1:15p. KDND played music as well as handed out prizes as students attended the school rally in preparation for their homecoming game.
- Ø KDND made a donation a four pack of tickets to Six Flags Discovery Kingdom to the Folsom Lake College Performing Arts Center on October 26<sup>th</sup>. Donated items were raffled off at multiple fundraisers to raise funds for the new Folsom Lake College Performing Arts Center which is set to be built in February 2011.
- Ø KDND attended Louis Pasteur Middle School's Harvest Festival on October 28<sup>th</sup> from 5p – 8p. KDND played music as well as handed out prizes as students attended the school's festivities.
- Ø KDND attended McCaffrey Middle School's lunch party on October 28<sup>th</sup> from 11:30a – 1:30p. KDND played music as well as handed out prizes as students attended the lunch party to celebrate the students receiving above average test scores.
- Ø KDND donated a gift basket worth about \$100 to the Saint Ignatius Parish School's 8<sup>th</sup> Grade Spaghetti Dinner on November 13<sup>th</sup>. Prizes were raffled off during the event which brought in more than \$6,000 which went to the schools enrichment and community service programs.
- Ø KDND attended AIM Higher Adult Disability Services' employee fun day on November 19th from 11a – 1p. KDND played music as well as handed out prizes as employees helped raise money for the Salvation Army.
- Ø In December KDND donated a four pack of Disney On Ice tickets and a four pack of Six Flags Discovery Kingdom tickets to the Law Enforcement Records Association Appreciation Dinner. The dinner consisted of raffles and silent auctions and the money raised benefited the Courage To Be You Foundation. Tax ID # 20-3126288
- Ø KDND participated in the Santa Parade on December 11<sup>th</sup> in Downtown Sacramento from 9a – 12p. The parade was put on by the City of Sacramento and KDND had a booth set up at the event where they handed out prizes to attendees as well as had their morning show The Wake Up Call drive in the parade.
- Ø On December 14<sup>th</sup> KDND attended Business and Career Expo at the Sacramento Convention Center from Noon to 4:00p where they told students about careers in radio and upcoming internship possibilities with Entercom Sacramento
- Ø KDND supported the News 10 Coats for Kids Program in December with eighty (80) :30 promos, two weeks website exposure with flipper and link to a details page as well as two (2) 3-hour appearances. One appearance on December 1<sup>st</sup> to help collect coats and the last one on December 30<sup>th</sup> at Cal Expo to help distribute the coats. KDND helped in collecting over 27,000 coats which were distributed to families needing coats to help keep their children warm this winter.